

Forbes

If the Eighties was the decade to drape the body, the Nineties is shaping up as the decade to drape the home.

Sprucing up the cocoon

By Amy Feldman and Joshua Levine

January 4, 1993

TIME

JANUARY 11, 1993

Barbara Ehrenreich

But there hasn't been a serious life-style trend since the couch potato was sighted, in about '86, on one of its rare forays to the video store. Cocooning remains a significant mass enterprise, encouraged by the availability of 500 new cable channels and microwavable popcorn.

cocoon

"The new American pastime is *cocooning*:"

families staying home

"and re-energizing themselves."

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The American Heritage Dictionary. There is a difference.

FORTUNE

DECEMBER 28, 1992

... Suburbanites, following futurist Faith Popcorn's injunction, have been cocooning for some time. Now, acutely aware that their homes, stuffed with VCRs and microwaves and giant-screen TVs, are just so many nutmeats waiting to be shelled, they have begun, as Popcorn puts it, *burrowing*: spending hefty sums to protect their cocoons. Since 1986, sales of home alarms by such manufacturers as ADT, Westinghouse, and Brinks have risen 80%, says Joseph P. Freeman, a home security consultant in Newtown, Connecticut. Prices range from about \$100 to \$5,000.

by Alan Farnham

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